

Ready-made Food Ordering and Delivery

Thank you for clicking on the link!

We want to know the food-ordering culture in Kenya (Is it even there???)
Just tick where applicable and write down any additional information you think is important for me to know about FOOD, ORDERING and DELIVERY.

Your input is very much appreciated!

Begin :D :D :D

***Required**

User Details (important)

1. Gender *

(Tick where appropriate)
Mark only one oval.

- ☐ Male
☐ Female

2. Age in years *

(Tick where appropriate)
Mark only one oval.

- ☐ 15 - 20
☐ 20 - 25
☐ 25 -35
☐ Above 35
☐ Other:

Questions

3. 1. Have you ever ordered ready-made food? *

Mark only one oval.

- ☐ Yes *Skip to question 4.*
☐ No *Skip to question 12.*

Ever Ordered Before

Answer only if you have ordered before

4. 2. (i) How often would you say you have ordered for food? **Tick all that apply.*

- ☐ 1-2
- ☐ 3-8
- ☐ 9-15
- ☐ more than 15

5. (ii) What are the reasons for choosing to do this? **Tick all that apply.*

- ☐ Convenience
- ☐ Cost (it's cheaper)
- ☐ Saves time (compared to cooking own meal)
- ☐ The food being ordered is delicious!
- ☐ Other:

6. (iii) How did you make the order(s)? **Tick all that apply.*

- ☐ Telephone (calling the food owners)
- ☐ SMS (texting the order to the food owners)
- ☐ Website (Made the order on-line)
- ☐ Phone App (Made the order through an iOS, android or Windows app)

7. (iv) What, if anything, did you not like about the experience

(Write down all the reasons you have)

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8. (v) What improvements would you like the next order to have?

(Tick all appropriate answers)

Tick all that apply.

- ☐ Faster delivery
- ☐ Cheaper prices for the food
- ☐ More variety (local foods)
- ☐ A wider variety of foods (Healthier options)
- ☐ Other:

9. (vi) How much are you willing to pay for a meal, EXCLUDING delivery charges? *

(values are in Ksh)

Tick all that apply.

- ☐ 100 - 300
- ☐ 300 - 600
- ☐ 600 - 1,000
- ☐ 1,000 - 2,000
- ☐ More than 2,000

10. (vii) If you order again, what would be your preferred methods?

(Tick all appropriate answers)

Tick all that apply.

- ☐ Telephone
- ☐ SMS
- ☐ Website
- ☐ Phone App
- ☐ Other:

11. (viii) Any ADDITIONAL information you think would be helpful?

(anything at all...)

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*Stop filling out this form.***Never Ordered Before**

Only answer if you have NEVER ordered food before

12. 3 (i) What are the reasons for NOT ordering ready made food? *

(Tick all the appropriate answers)

Tick all that apply.

- ☐ Cost (too expensive)
- ☐ Too time consuming (food takes a while to reach me)
- ☐ Food to be ordered is not to your liking
- ☐ Other:

13. (ii) Would you ever consider ordering for food delivery? **Mark only one oval.*☐ Yes☐ No☐ Other:**14. (iii) If YES, what would be the determining factors?**

(Tick all the appropriate answers)

Tick all that apply.☐ Cost☐ Quality of the food☐ Easy ordering process☐ Short delivery times☐ Other:**15. (iv) How much are you willing to pay a meal, EXCLUDING delivery charges?**

(values are in Ksh)

Tick all that apply.☐ 100 - 300☐ 300 - 600☐ 600 - 1,000☐ 1,000 - 2,000☐ More than 2,000**16. (v) If NO, please explain why?**

(Write all the reasons you can think of)

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17. (viii) Any ADDITIONAL information you think would be helpful?

(anything at all...)

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